

KERRY

**2025 TASTE CHARTS
APMEA | NEW ZEALAND**

FUTURE

Discover endless
possibilities

FLAVOURS

Unlocking **THE FUTURE OF FLAVOUR**

Every insight, a spark. Every trend, a burst of creativity and inspiration.

Our 2025 Taste Charts are more than predictions. Crafted from a blend of global insights, cutting-edge innovation, and the expertise of top flavourists and scientists, they serve as a **distinctive roadmap to the future of food and beverages.**

Blending the traditional with futuristic, the familiar with soon-to-be favourites, this is your all-access pass to tomorrow's tastes.



THE LIFECYCLE OF TASTE

Our predictions date back over a decade, and they consider flavours and ingredients that are here to stay long-term, as well as flavours and ingredients set to create ripples in the industry.

This collection of taste charts will cover the entire food and beverage universe – across savoury, salty snack, beverages, sweet and ingredients.

Each taste chart has four lifecycle categories:



Mainstream

The top 10 flavours that have remained firm favourites for the last 5 years.

Key

The next top flavours from the last 5 years.

Up & Coming

The fastest growing flavours over the last 3 years.

Emerging

The fastest growing flavours in the last year.

Each region- and country-level taste chart is broken down into categories:

1. **Savoury** – From hearty meats and meat alternatives to rich sauces, seafood, appetisers, soups, dips, salad dressings and more, this category captures what's satisfying savoury desires every day.
2. **Salty Snack** – The crispy, crunchy bites that keep us coming back for more. Chips, crisps, salty crackers, popcorn, meat snacks, puffed treats, tortillas and nachos – these are the snack-time heroes we want.
3. **Beverage** (*Hot and Dairy-based Drinks*) – The warm, comforting and energising sips that fuel our day! From morning coffee to afternoon teas, soothing hot cocoa, and dairy-based drinks, these are the flavours we rely on to recharge or relax.
4. **Beverage** (*Cold and Water-based Drinks*) – Light, refreshing and thirst-quenching! These are the chilled beverages we turn to for a zingy pick-me-up or a satisfying sip, featuring everything from soft drinks and flavoured waters to energy drinks, cocktails, smoothies and more.
5. **Sweet** – Think of the flavours making desserts, sweets, biscuits, yoghurts, ice creams, granolas and snack bars into irresistible, indulgent moments of happiness.
6. **Ingredients** – Emerging and trending ingredients that influence the taste, functionality, nutrition and sensorial experiences of food and drink.

2025 Emerging Flavours

REINVENTING CITRUS

Lifecycle of Citrus

Citrus reigns supreme in the refreshing beverages space but now adds dimension and depth beyond beverages, carving a niche in culinary traditions, indulgent sweet treats and salty snacks.

While the quintessential citrus flavours of lemon, orange and lime continue to dominate, the market remains vibrant and exhilarating with the advent of novel varieties.

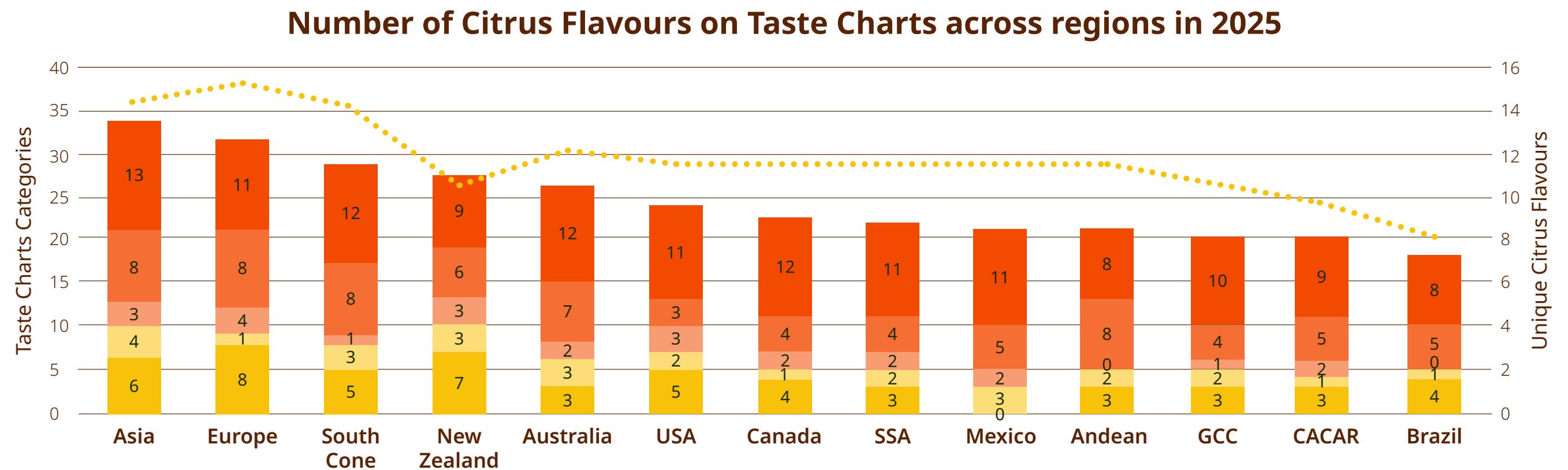
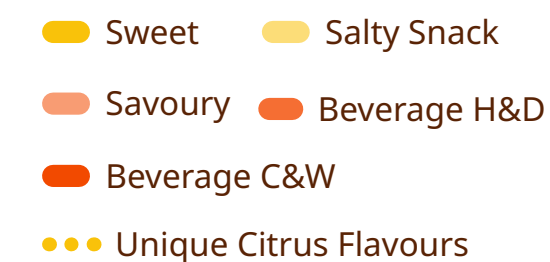


Emerging Flavours

Blood orange, yuzu, finger lime, pomelo, kaffir and kumquat infuse product innovation with renewed zest.



Asia tends to lead in citrus, with **Japanese Sudachi** entering the arena, while **Finger Limes** and **Verbena Lemon** emerge across ANZ, LATAM and Europe.

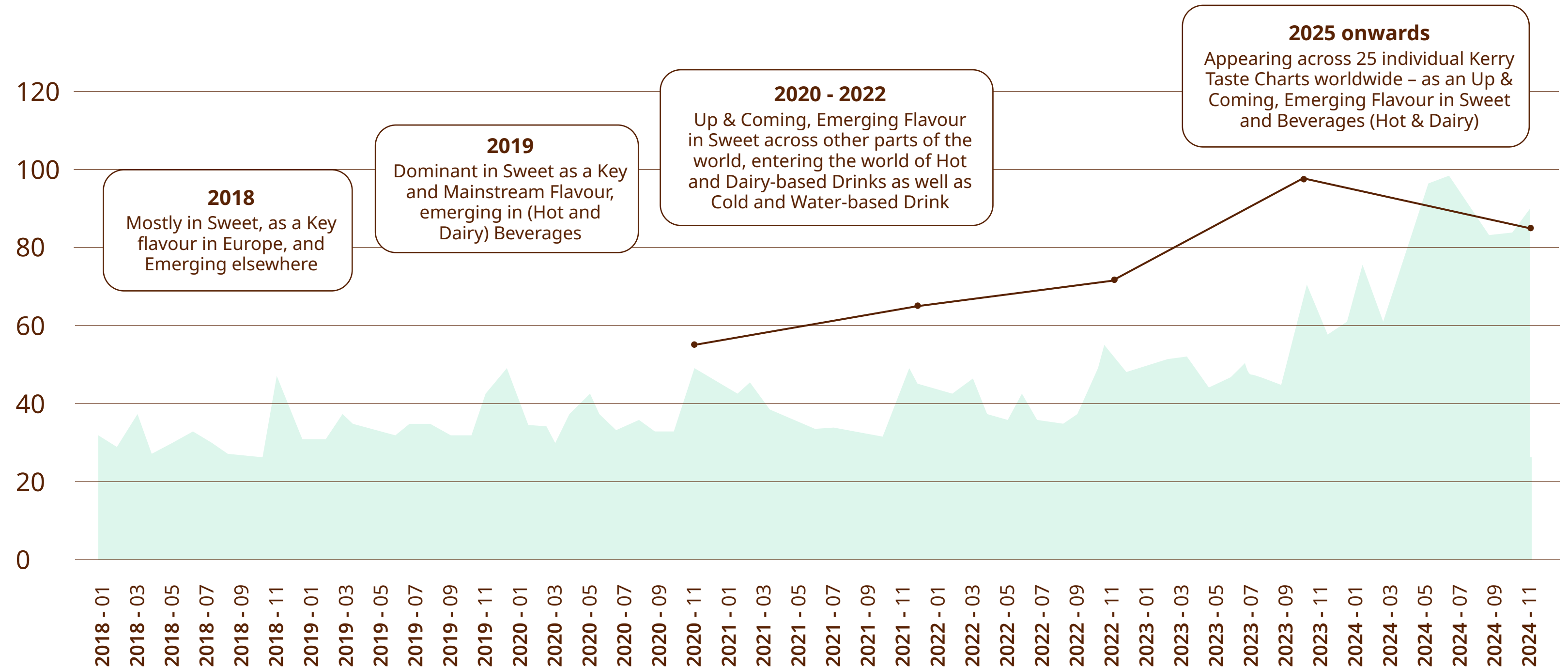


The Lifecycle of Pistachio

Pistachio is experiencing a revival – appearing as creams, butters, sauces in desserts, confections, and even beverages. This resurgence is fueled by the influence of social media enthusiasm, heightened by consumer interest, and a growing appreciation for the luxurious flavour profile.

We will soon see the emergence of pistachio in pesto and inspiring more snacks and beverages in the coming year.

Green Area Graph shows consumer search of mentions on Google Trends
Line Graph is Annual Product Launch Activity



2018
Mostly in Sweet, as a Key flavour in Europe, and Emerging elsewhere

2019
Dominant in Sweet as a Key and Mainstream Flavour, emerging in (Hot and Dairy) Beverages

2020 - 2022
Up & Coming, Emerging Flavour in Sweet across other parts of the world, entering the world of Hot and Dairy-based Drinks as well as Cold and Water-based Drink

2025 onwards
Appearing across 25 individual Kerry Taste Charts worldwide – as an Up & Coming, Emerging Flavour in Sweet and Beverages (Hot & Dairy)

8% GROWTH
of pistachio product launches worldwide over the past 3 years alone.
Source: Innova Product Launches

Worldwide search peaks every November for the pre-holiday season, positioning well as an **INDULGENT HOLIDAY FLAVOUR**
Source: Google Trends

Reemergence of pistachio – owing to the Pistachio Kunefe/ Pistachio Cream trend, 2024 having the most searches.
Source: Google Trends

SAVOURY

Mainstream

TOP 10 FLAVOURS FOR THE PAST 5 YEARS

Tomato	Basil
Smoke	Honey Soy
Chipotle Chilli	Black Pepper
Cheddar Cheese	Lemon
Onion	Parmesan Cheese

Up & Coming

FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS

Pickle	Chinese Five Spice	Manuka Honey
Korean Gochujang	Jamaican Jerk	Caramelised Onion
Lemongrass	Chinese Hoisin	Aged Cheddar Cheese
Korean Kimchi	Tandoori Masala	Fenugreek
Thai Red Curry	Cajun Seasoning	Sweet & Spicy
Coriander	Hot Honey	
Miso	Sumac	
Wasabi		



Key

NEXT TOP FLAVOURS FOR THE PAST 5 YEARS

Sweet Chilli	Lime	Jalapeno Chilli
Ginger	Sriracha	Mango
Teriyaki	Satay	Himalayan Pink Salt
Butter Chicken	Thai Green Curry	
Barbecue	Honey	
Coconut	Italian Herbs	

Emerging

FASTEST GROWING FLAVOURS LAST YEAR

Habanero Chilli	Yuzu	Souvlaki
Chinese Sweet & Sour	Applewood Smoke	Thai Tom Yum
Ghost Chilli	Lemon Pepper	Truffle Mushroom
Sichuan Pepper	Maple Butter	Japanese Katsu Curry
Harissa	Red Pesto	Dill Pickle
Turmeric	Mustard	Hickory Smoke
Nacho Cheese	Buffalo	

Savoury includes Meats, Meals, Appetisers, Sauces, Dips, Dressings, etc.

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SALTY SNACK

Mainstream

TOP 10 FLAVOURS FOR THE PAST 5 YEARS

Cheddar Cheese	Sweet Chilli
Barbecue Chilli	Salt & Vinegar
Garlic	Sour Cream & Chives
Roast Chicken	Honey Soy
	Lime

Up & Coming

FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS

Truffle Mushroom	Butter Chicken	Rosemary
Lemongrass	Apple Cider Vinegar & Sea Salt	Korean Barbecue
Roast Lamb	Dill	Masala
Sichuan Pepper	Brisket	Smoky Bacon
Habanero Chilli	Cajun Seasoning	Smoked Paprika
Honey Butter	Teriyaki	Vintage Cheddar Cheese
Tzatziki	Mustard	

Key

NEXT TOP FLAVOURS FOR THE PAST 5 YEARS

Onion	Caramelised Onion	Lemon
Parmesan Cheese	Coconut	Butter
Smoke	Black Pepper	Jalapeno Chilli
Maple	Sour Cream	Beef Brisket
Tomato	Sriracha	Chipotle Chilli

Emerging

FASTEST GROWING FLAVOURS LAST YEAR

Horopito	Applewood Smoke	Peking Duck
Ghost Chilli	Harissa	Black Garlic
Yuzu	Bell Pepper	Gochujang
Chinese Hoisin	Satay	Carolina Reaper Chilli
Feta Cheese	Miso	Chimichurri
Blue Cheese	Aioli	
Chorizo	Wasabi	
Mayonnaise		



Cold & Water-based BEVERAGE

Mainstream

TOP 10 FLAVOURS FOR THE PAST 5 YEARS

Orange	Passion Fruit
Apple	Raspberry
Lime	Ginger
Mango	Cola
Lemon	Pineapple

Up & Coming

FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS

Blackberry	Lemon Verbena	Apple Pie
Chilli	Strawberry	Cheesecake
Black Tea	Basil	Tangerine
Tiramisu	Coconut	Espresso
Dark Chocolate	Elderflower	Grape
Lavender	Acai	Rhubarb
Lemon Myrtle	Blood Orange	Manuka Honey



Key

NEXT TOP FLAVOURS FOR THE PAST 5 YEARS

Strawberry	Boysenberry	Cucumber
Yuzu	Cherry	Vanilla
Peach	Pear	Milk Chocolate
Grapefruit	Watermelon	
Blackcurrant	Garden Mint	
Feijoa	Guava	

Emerging

FASTEST GROWING FLAVOURS LAST YEAR

Ginger Beer	Habanero Chilli	Kawakawa
Hibiscus	Marshmallow	Plum
Margarita	Cookies & Cream	Lychee
Wildberry	Papaya	Brown Sugar
Hazelnut	Aloe Vera	Calamansi
Cinnamon	Horopito	Citrus Blend
Jalapeno Chilli		Tonic

Hot & Dairy-based BEVERAGE

Mainstream

TOP 10 FLAVOURS FOR THE PAST 5 YEARS

Milk Chocolate	Ginger
Vanilla	Mango
Raspberry	Strawberry
Lemon	Peach
Caramel	Pineapple

Up & Coming

FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS

Blood Orange	Lavender	Cheesecake
Irish Cream	Maple	Dulce De Leche
Dark Chocolate	Chamomile	Fudge
Apple Pie	Pistachio	Blackforest
Passionfruit Curd	Rocky Road	Hazelnut
Lemon Myrtle	Cookies & Cream	Peppermint
Yuzu	Wildberry	



Key

NEXT TOP FLAVOURS FOR THE PAST 5 YEARS

Passionfruit	Red Apple	White Chocolate
Orange	Coffee	Coconut
Blueberry	Lime	Green Apple
Turmeric	Salted Caramel	
Banana	Mixed Berry	
Grape	Watermelon	

Emerging

FASTEST GROWING FLAVOURS LAST YEAR

Elderflower	Custard	Lemon Meringue
Gingerbread	Cookie Dough	Chocolate Mousse
Brownie	Brown Sugar	Honeydew
Cotton Candy	S'mores	Almond Butter
Rose	Feijoa	Hibiscus
Pomegranate	Acai	Pumpkin Spice
Manuka Honey	Rhubarb	

SWEET

Mainstream

TOP 10 FLAVOURS FOR THE PAST 5 YEARS

Milk Chocolate	Caramel
Strawberry	Banana
Raspberry	Coconut
Almond	Blueberry
Vanilla	Salted Caramel

Up & Coming

FASTEST GROWING FLAVOURS FOR THE PAST 3 YEARS

Gingerbread	Fig	Key Lime
Rocky Road	Pomegranate	Finger Lime
Cinnamon	Brownie	Lemon Verbena
Cookies & Cream	Pistachio	Hokey Pokey
Wildberry	Apple Crumble	Date
Cheesecake	Chocolate Buttercream	Rum & Raisin
Dulce De Leche	Passionfruit	



Key

NEXT TOP FLAVOURS FOR THE PAST 5 YEARS

Dark Chocolate	White Chocolate	Passionfruit
Mango	Lemon	Boysenberry
Hazelnut	Mint Chocolate	Pineapple
Mixed Berry	Honey	
Peanut Butter	Fudge	
Orange	Blackcurrant	

Emerging

FASTEST GROWING FLAVOURS LAST YEAR

Custard	Mocha	Miso Caramel
Cookie Dough	Pecan	Cheese & Honey
Peach	Chocolate Hazelnut	Pineapple Chilli
Ginger	Crème Brulee	Yuzu Matcha
S'mores	Lemon Meringue	Coconut Sugar
Feijoa	Kawakawa	Gin & Tonic
Maple		Pavlova

Sweet includes Candy, Confectionery, Cookies, Desserts, Bars, Cereal, Sweet Baked Goods, Spoonable Yoghurt, etc.

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INGREDIENTS

Functional

Guarana	Fennel	Hibiscus
Almond	Cardamom	Ginger
Coriander	Spinach	Lavender
Oregano	Turmeric	Bergamot
Cinnamon	Black Garlic	Ginseng
Cumin	Kumara	Chamomile
Manuka Honey	Rosemary	

Alternative

Cauliflower	Date	Seitan
Squash	Chickpea	Lentils
Beetroot	Zucchini Noodles	Freekeh
Black Bean	Corn	Quinoa
Jackfruit	Red Bean	
Pumpkin	Mung Bean	
Kidney Bean	Borlotti Bean	
Cannellini Bean	Tofu	

Multisensorial

Dill Pickle	Mustard	Balsamic Vinegar
Red Bell Pepper	Radish	Salted Egg
Himalayan Salt	Saffron	Wasabi
Marshmallow	Jalapeno Chilli	Sichuan Pepper
Blue Cheese	Habanero Chilli	Horseradish
Marmite	Cayenne	Pickled Onion
Black Garlic	Apple Cider Vinegar	

Authentic

Soy Sauce	Shiitake Mushroom	Chinese Five Spice
Chinese Five Spice	Green Mango	Indian Garam Masala
Wasabi	Dukkah	Kimchi
Seaweed	Sumac	Miso
Hoisin Sauce	Kaffir Lime	Korean Gochujang
Coriander Seeds	Za'atar	Thai Curry Paste
Rice Wine (Sake)	Sambal Chilli	





Taste with **IMPACT**

Taste is the ultimate non-negotiable. The one thing none of us will compromise on. In the shapeshifting, fast-moving food and beverage categories, every challenge – processing to regulatory pressure, nutritional optimisation to consumer demand and sustainability targets – must be overcome with zero taste trade-off.

Taste is central to our core Kerry vision – to be our customers' most valued partner, creating a world of sustainable nutrition. By elevating what we eat and drink nutritionally, making it taste delicious and

crafting it in a more responsible, efficient and impact-driven way, we'll help create products which are better for people, planet and society on every single front.

Sustainable nutrition is about making products tastier, healthier and more sustainable – so that nutritious choices are more accessible to more people globally. At Kerry, creating a world of sustainable nutrition is not just our vision – it's our active, every day, science-backed action.

KERRY

